



# Publicity

One of the most challenging jobs in theatre is publicity. Those in charge of publicity for a show make sure that the public knows about the performance. They also attempt to make attending the performance desirable. Each community is different, though, so there is no exact formula for getting the audience to attend.

In small communities where everyone knows everyone else, school-sponsored events may actually be the town's entertainment. Furthermore, friends attend as a show of support for one another and for the support of the families of the young people involved. In large communities, the climate is completely different. There may be several movie theatres or other venues competing with school shows for their audience. The best way to increase attendance is to plan well in advance and to publicize.

In planning your publicity and your shows, consider the following:

**Dates** – Plan shows around other community events. Do not try to compete with popular sporting events or professional theatre.

**Price** – Check with other entertainment venues in the area to see what they charge, not only for admission, but for drinks and snacks. Price your tickets and concessions accordingly. Consider giving complimentary tickets to local charities, community leaders, radio stations, newspapers, and your school faculty and administration.

**Show Selection** – Choose shows your community will want to see. Do not produce shows that have been seen recently at other area theatres or which go against the grain of the potential audience.

**Form a Committee** – Solicit help from parents, students, and fellow teachers to publicize the show.

**Publicize** – Leave no stone unturned in your quest for free advertising. Your fellow classmates will make an excellent resource. Start early and get their advice on how to publicize your show.

What are some creative ways to publicize your show for free?

---

---

---

---

What are some things students can do to increase audience attendance?

---

---

---

---